WEEKLY REVIEW

Fourth Week of Contest about to Start

Many Salesmen Up To Necessary Average--Every Man Should Be

Let Us Make the Remaining Weeks of the Contest Show Big Results

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, April 29, 1909 — NUMBER NINETEEN

THE CONTEST

APRIL 12 TO MAY 22

$30.00 Grip - - - - -	AA and A
$25.00 Grip - - - - -	BB and B
$30.00 Set of Trimmings - - -	AA and A
$25.00 Set of Trimmings - - -	BB and B

Trimmings Consist of Leather Cases With Full Set of Ten or Twelve Pieces.

BB and B CAN WIN AA and A PRIZE
AA and A MUST STAY IN THEIR CLASS TO WIN

Class AA.
$2,100

Albert
Coleman
K. H. Gerlach
Meyer
Roberts
Shimmin
Woodman

Class A.
$1,800

Barber
Byron
Cies
Finley
Lott
H. B. McDonald
Rowe
Ungerer

Class BB.
$1,500

Beelman
Brooks
Carter
Conkling
Considine
A. E. Gerlach
Lindsley
Moore
Osmun
Reilly
Scott
H. E. Smith
Thompson
White
E. L. Whittier

Class B.
$1,200

Barclay
Bayley
Betton
Blodgett
Bowles
Coulter
Ellis
Fadely
Fairbairn
Givan
Greenhalgh
Henaghan
Huffert
Kimbrough
Lambert
Lindon
Marks
McCully
W. A. McDonald
McLaughlin
Morton
Parks
Saxton
Shepard
F. A. Smith
S. L. Smith
Wiese
Urmson

By the time this copy of the Review reaches you, we will be entering the fourth week of the contest, and it will be half over. Of course, from the far outlying territories, we have received reports for practically only the first week of the contest, and it is far too early to attempt to review the work of the force. A glance at the sales book however shows that quite a number are up to the necessary average, or ahead of it, but, frankly, we feel that there should be a large number reporting the necessary average, in view of the small amount of business necessary for a salesman to maintain the required average.

We are today shipping grips to the winners in the last contest, and they are certainly beauties, and we know the boys will be proud to carry them. Undoubtedly, they will feel a certain amount of pride every time they open the grip and see their name and the name of

the G.-B. Company engraved on the lock.

To those of you who went through the last contest without putting forth a proper effort to keep up your average to win a grip, we want to say that you would feel mighty sorry if you could get a glimpse of one of your fellow salesmen who was fortunate enough to win one of these prizes, and we hope you will make the effort during the present contest to urge a sufficient quantity of business during the remaining three weeks. To the man who made the effort during last contest and for one reason or another failed to win, we want to say that you again have the chance to win identically the same grip which we offered in the last contest, and furthermore the average business you are required to write is considerably less. And lastly, to the winners in the last contest, we want to urge you to make the effort of your lives to win a set of the handsome trimmings we are having made to fit the grips which were shipped today. The trimmings will certainly be beauties, and will help make as handsome a traveling outfit as a man would want to carry.

It is too early in the contest to say as to whether or not we will start another contest at the close of the present one, but you can rest assured that if we can feel that the sales force is enthusiastic and is putting forth proper efforts to increase their business and to win the prizes and can feel reasonably sure that the contest is stimulating the work of the force in bringing in additional business, we shall announce a new contest at the close of the present one.

Now that many of the larger orders are booked, there is only one way that a man can prove a winner in a contest of this sort, and that is by steady and persistent work. The average business per day you are required to write is small, and if you will work with a determination to write at least the required amount of business every day, it should not be a very difficult undertaking. A man cannot accomplish these results by working one day and laying off the next. He must be "on the job" all the time from Monday morning until Saturday night.

In these days of strenuosity and competition

ARE YOU A HUSTLER?

AS a special inducement to all men in Class B to put forth their best efforts to get out of this class during the contest now on, we will offer the best quality of grip or trimmings to every man who moves into a higher class—I. E. If a Class B man sells $1,500 or more during the contest, we will award him a Class AA and A Grip or Set of Trimmings.

NOW GET BUSY AND SHOW YOUR METTLE

a salesman is called upon for more than spurts. Steady and energetic effort is required to produce large results. The salesman who fails to see and do this, fails to do his duty by himself and the Company. Don't do yourself an injustice. Don't stand in your own light and block your own interests. Be a fighter. Get all the good you can out of the splendid opportunities before you. *The race is not always to the swift, nor the battle to the strong. The wise, steady plodder invariably carries off the rewarrd.*

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75 PER CENT INCREASE!

Week Ending April 17th Shows This Splendid Gain.

Each Month Has Shown An Enormous Increase---Let Us Make May a Record Breaker.

Springtime, the great awakening season, is upon us. Aroused from her long winter sleep, Nature by her stir, energy and activity sets us all a splendid example of strenuous industry. She admonishes us that the imperative order of the day is—"GET BUSY." Certainly to get busy and keep busy is the only way we can follow her glorious example. It is the only way we can make the month of May a record breaker. By the time this issue of the Review reaches all the outlying districts of our vast territory, May will be upon us. Nature has set a splendid example, and it is for us to get into the May movement with increased energy, power and enthusiasm. Not only have we Spring to stimulate and inspire us, but we have the splendid record of the past four months and the steadily waxing popularity of G.-B. calendars. What could be more stimulating than the work of our sales force during the months of January, February, March and April. If you are not getting your share of the splendid business that is coming to the G.-B. Co., something is wrong with the way you are putting the proposition before prospective buyers, or is it the way you are working? Steady yourself and start the month of May with a determination of getting results. We learn wisdom from failure much more than from success. We often discover what will do by finding out what will not do, and probably he who never made a mistake never made a discovery. Therefore, we again say if things are not going just right with you, take a careful inventory of yourself. A successful specialty salesman, a friend of Mr. K. H. Gerlach's, by the way, found a few years ago that he was lacking in many of the qualities necessary to make a success of himself, adopted a plan of taking a self-inventory four times a year and constantly strived to improve himself in the ten different qualities, which, in his estimation, existed in salesmanship. We publish his suggestions elsewhere under the heading of "News from the Field" and believe it would be a mighty good plan to study them carefully. Conditions are most favorable, and with the contest now on to stimulate the sales force, we look for splendid results from the field during the next several weeks. *Remember, "the builders of success are unrelenting zeal and perpetual progress."*

WEEK ENDING, APRIL 17th.

While the total sales for the week ending April 17th show an increase of 75% over the corresponding week of last year, from a spectacular standpoint there is not much to say, with the exception, of course, of the splendid order which Mr. Barklow wrote for a large stock commission company calling for our splendid English subject "A Golden Harvest" and which amounts to $1420.00. This is truly a magnificent order, and as it calls for but the one subject made up in the regular way, it is the kind of an order that the manufacturing department delights in handling.

As Mr. Barklow is not counted on the sales force, the honor of leading the force falls to Mr. Roberts, who reports a clean week with a total of thirteen orders, and it is again noticeable that the bulk of Mr. Roberts' business is for mailing cards. As a matter of fact, for the past several weeks, Mr. Roberts has been pushing this class of goods almost exclusively with remarkable success, and it certainly would be well for some of you who are neglecting this line to get busy and pick up some of the nice business that can be secured by placing the monthly mailing service properly before advertisers.

On Monday Mr. Roberts sold two orders, and Tuesday, Wednesday and Thursday one order each. His best work of the week was done on Friday and Saturday, however, as on Friday he wrote four orders amounting to over $150.00, and Saturday he wrote four orders amounting to just a few dollars less than $150.00.

Mr. Cies follows with a total of sixteen orders and a clean week to his credit. His largest order was written on Monday, and amounts to $131.25. Tuesday Mr. Cies wrote two orders, Wednesday four orders, Thursday four orders, Friday three orders, and Saturday two. A glance at the sales book shows that since Mr. Cies entered the field after a spell of sickness of several weeks ago that he has secured business every day, and furthermore he has been writing a very nice volume of business. From the start that Mr. Cies has made, undoubtedly he will prove a winner in the contest now on, and we would like mighty well to see him win a grip, since his absence from the field at the start of the last contest made it impossible for him to stand a chance of winning.

Mr. H. E. Smith follows with a total of eleven orders and business five days, Saturday being his unlucky day. On Monday he wrote three orders and Tuesday one order. His best business however, was secured on Wednesday, when he wrote two orders amounting to $184.00. Thursday was productive of one order and Friday four orders. This gives Mr. Smith a splendid start in the contest, and we believe we can count upon him being one of the winners.

Mr. K. H. Gerlach follows with a clean week and a total of nine orders. This gives Mr. Gerlach practically a clean record since entering the field December 28th last with the exception of a few days that he spent in the factory. His first three days of the week were productive of one order each, and the last three he secured two orders each. Mr. Gerlach arrived at the factory Saturday morning (the 24th) and for his five days' work in the field reported a total of twelve orders amounting to practically $700.00.

Mr. Brooks follows with an average considerably above the required amount in the contest now on. He, however, secured business only on the first three days of the week, reporting one order each day. His order on Wednesday, however, was a nice order amounting to $250.00 and it helped out his total considerably.

Mr. McCully follows with a clean week and a total of ten orders. On Monday, Wednesday, Thursday and Saturday he wrote two orders each day. Tuesday and Friday one order each. This gives Mr. McCully a good start in the contest, and a glance at the sales book shows that he is keeping up the gait in the second week (that ending the 24th) which we will review in our next issue.

Mr. Conkling follows with a total just $10.00 less than Mr. McCully's. He reports seven orders, and business five days. The greater portion of Mr. Conkling's business was written on the first three days of the week. However, he did secure one order each on Thursday and Friday, Saturday bringing in a blank report from him. This gives Mr. Conkling a good start in the contest, and we shall

certainly be very glad to see him prove a winner in the present contest.

Mr. Albert follows with a total of $6.00 less than that of Mr. Conkling. The total business credited to him for this week is the result of Monday and Tuesday's work, as we have not received reports for the balance of the week up to the time this article was dictated. The result of the two days' work, however, is very fair, and gives Mr. Albert a fair start in the contest.

Mr. F. L. Smith's total is $4.00 less than that of Mr. Albert's. His best order was secured on Wednesday and amounts to $216.00.

Mr. Beelman follows with a total of five orders and business for three days. On Tuesday he secured one order, Wednesday three orders, and on Saturday he landed his best order, which amounted to $162.00. Blank reports were received for the remaining three days of the week.

There are a number of others who have reported a satisfactory total, among whom we might mention the following: Mr. Bowles, who reports eleven orders and business five days; Mr. A. E. Gerlach eight orders and a clean week, as usual; Mr. F. A. Smith eight orders and business every day; Mr. Parks nine orders and business four days; Mr. Barber four orders and business four days; Mr. Lott three orders and business for three days; Mr. Ungerer sends in a total of eight orders but was skunked but one day during the week; Mr. Coulter five orders and business three days; Mr. Moore six orders and business five days; Mr. Fadely nine orders with a clean week to his credit.

Number of Orders.

Mr. Cies leads the force under this heading, having reported a total of sixteen orders for the week. Mr. Roberts follows with a total of thirteen. Mr. Bowles and Mr. H. E. Smith tie for third place with a total of eleven orders each. Mr. McCully stands No. 5 with a total of ten. Mr. Fadely, Mr. K. H. Gerlach and Mr. Parks tie for sixth place, each having had a total of nine orders.

There are four who tie for ninth place, viz., Mr. Betton, Mr. A. E. Gerlach, Mr. F. A. Smith and Mr. Ungerer each having reported a total of eight orders. Mr. Conkling stands No. 13 with a total of seven orders. Mr. Henaghan, Mr. Huffert and Mr. Moore tie for fourteenth position, having reported six orders each. The following tie for seventeenth place, each having reported five orders: Messrs. Beelman, Coulter, Lindsley, Meyer and Reilly.

Days' Business.

Seven salesmen report a clean week, viz., Mr. Cies, Mr. Fadely, Mr. A. E. Gerlach, Mr. K. H. Gerlach, Mr. McCully, Mr. Roberts and Mr. F. A. Smith. The following lost out but

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, APRIL 17th, 1909

	Standing In Sales	Days Business	No. Orders
Albert	8	5	11
Barber	15	3	10
Bayley	25	3	10
Beelman	10	4	9
Betton	30	2	6
Blodgett	29	5	12
Bowles	11	2	3
Brooks	5	4	11
Byron	43	7	14
Carter	41	6	13
Cies	2	1	1
Conkling	7	2	7
Coleman	43	7	14
Considine	28	3	10
Coulter	18	4	9
Ellis	43	7	14
Fadely	20	1	5
Fairbairn	36	4	11
Finley	32	5	11
Gerlach, A. E.	12	1	6
Gerlach, K. H.	4	1	5
Greenhalgh	43	7	14
Henaghan	21	4	8
Huffert	24	4	8
Lambert	35	6	12
Lindsley	26	3	9
Lott	16	4	11
Marks	42	6	13
McCully	6	1	4
McDonald, H. B.	31	5	12
McDonald, W. A.	39	5	12
McLaughlin	37	5	12
Meyer	22	4	9
Moore	19	2	8
Morton	43	7	14
Osmun	43	7	14
Parks	14	3	5
Reilly	34	5	9
Roberts	1	1	2
Rowe	43	7	14
Saxton	38	5	12
Scott	43	7	14
Shepard	23	5	12
Shimmin	33	6	13
Smith, F. A.	13	1	6
Smith, H. E.	3	2	3
Smith, S. L.	9	5	12
Thompson	43	7	14
Ungerer	17	2	6
White	40	6	13
Whittier, J. G.	43	7	17
Woodman	27	6	12

one day during the week: Messrs. Betton, Bowles, Conkling, Moore, H. E. Smith and Ungerer. Five report business for four days, viz., Messrs. Barber, Bayley, Considine, Lindsley and Parks.

There is certainly big room for improvement under this heading. At least double the number should report business every day, and it seems that every man on the force should report business five or four days during the week. Let us see if we cannot make a better showing under this head the balance of the contest. It will certainly help you win a prize and you will be much better.

SOME GOOD ORDERS

Following is a list of some of the good orders of the week: Mr. Albert sold an undertaker "A Gray Day, Holland" series M7 with reinforced mailers, the order amounting to $152.87. Mr. Barklow sold a firm of live stock commission merchants "A Golden Harvest" in series 10 roll, the order amounting to $1420.00. Mr. Beelman sold a bank $162.00 worth of "Raising the First American Flag" in series D7 with a few of the same subject in the Jumbo roll to be sent into public places.

Mr. Conkling sold a real estate and insurance concern a mixed order amounting to $89.25. A bank placed an order with Mr. Cies, selecting as their calendar "Raising the First American Flag." They placed just a small order of Jumbo rolls and for general distribution selected the same subject in series M22, the entire order amounting to $121.25. A bank placed an order with Mr. Coulter, selecting "Peaceful Valley" in series M25, and "Raising the First American Flag" in series 1 roll, the entire order amounting to $83.60..

A bank placed an order with Mr. Henaghan for plain business calendars, their order amounting to $75.38. Mr. Lott sold a bank "Moonlight on the Old Canal" in series M22 and "In the Heart of the Rockies" in series M20 also a few in roll form of the latter mentioned subject, series 20, the entire order amounting to $119.00. Mr. Shimmin's best order of the week was from a real estate broker. He sold them "The Sentinel" in Jumbo roll, the order amounting to $75.00.

A liquor dealer placed an order with Mr. Shepard, selecting "A Helping Hand" and "In the Park" the former in series D27 and the latter in series D23, the entire order amounting to $133.50. Mr. S. L. Smith's best order of the week was from a laundry. He sold them the Palm series mailing cards, the order amounting to $216.00.

Mr. H. E. Smith's best order of the week amounts to $152.00. It comes from a Drug Company and calls for the Fery series mailing cards with envelopes. Mr. Woodman sold a laundry $94.25 worth of "A Frosty Morning" in series D33.

LEFT-OVER HANGER

NO. 893

MARGUERITE

Withdraw

NEWS FROM THE FIELD

Woodman Writes Regarding the Grip He Won.

In last week's issue of the Review we had something to say regarding the spectacular finish of Mr. Woodman in the recent contest. Just about the time the last issue went to press we received another letter from Mr. Woodman, which, however, we could not publish, as it reached us too late. Apparently Mr. Woodman put up the fight of his life in closing the required amount of business on Saturday, the last day of the contest, and according to his own words it was not until 11 o'clock Saturday night that he closed the final order, and the man he sold was a fellow that had turned him down in the forenoon, and who had never bought a calendar before. We will let Mr. Woodman tell about it in his own words. His letter follows:

"Please ship the valise to me here. I am tickled to death to win it, and I'll be the proudest man in the forty-four States when I walk down the streets with it. The chances of winning out seemed mighty slim the last week after the first two days work of finding some of the best prospects away from home, but I decided I would never quit until the last man locked up Saturday night, and the facts of the case are it took me until eleven o'clock that night to land the required amount. The last order was sold to a firm that have never used a calendar before, and who had turned me down in the forenoon. *Am going to profit by this experience and try not to have so much business left to write the last week of this second contest.*

Have been compelled to be out of the field part of the week, which might account for the small business this last week. I am mighty sorry for this to occur especially this week, after Mr. Gerlach having called for a big week, but I will attempt to more than make up for it before the close of the contest. While my first week is not a very good starter, I think I can sure cop out one of the sets of trimmings before the close of the contest, and what's more I have a little contest on with myself which I would rather win than get one of those prizes, and that is to reach a certain amount or better by the first of June. I set that mark the first of the year, and if I miss it, it won't be very far. If I can do this this year, I will reach half as much again in the same period next season, as it looks to me as though trade conditions would be better next season in Colorado than for several years. At least ninety-five per cent of my last year's customers have waited for me this season, and I don't want any stronger proof of the merits of our goods and the service they convey than this.

WOODMAN."

CIES' PERSONAL CALENDAR MAKES A HIT.

Recently Mr. Cies decided to send out some personal calendars and we made up for him some of our dainty De Luxe, subject "June." He writes as follows:

"My dainty De Luxe calendars got here today. They are certainly fine. Made a great hit with the trade. I am delighted with them. Murphy, Brown & Bigelow, Osborne and all the jobbers ahead of me, but you will note that I am increasing my business from 100 to 400% in all these towns. You will note that I haven't made a town for nearly four weeks where I failed to land business. Sorry I can't land larger orders.

OSMUN "BACK IN THE HARNESS."

We don't believe we mentioned previously in the Review, the fact that Mr. Osmun has just recovered from a spell of sickness lasting several weeks. We know you will all feel mighty glad to learn that he is again back in the harness. Mr. Osmun is well along in years, as those of you who attended the convention will no doubt know, and a siege of typhoid fever is a serious thing at any time of life. Mr. Osmun expressed his determination to make an effort during the remaining days of the contest to write a sufficient volume of business to land him a grip, and we sincerely hope that he will be successful. His letter follows:

"After a lay-off of six weeks with typhoid fever I am again in line for work. Will do my very best to yet secure a grip. My lay-off was particularly unfortunate just at this time. Am glad the boys are getting nice business.

Will do my share towards keeping the business up to the 100% increase.

A. M. OSMUN."

In another letter Mr. Osmun gives an illustration of a fellow who has lived in a town so many years that he really thinks he doesn't have to advertise. Recently he had occasion to purchase some fruit trees from a nursery, and when he wrote out a check in payment of the bill, he made it out in the name of the agent. The owner of the nursery was rather indignant because he claimed that he had lived in the town forty years, and while we don't know that Mr. Osmun tried to sell him calendars, the illustration is good, as he informed him that he had lived in the city ten years himself and had never heard of him. Mr. Osmun's remarks could probably be adapted personally by any of you and used to good advantage in answering the fellow that since he has lived in a town so many years that it is not necessary to advertise. His letter follows:

"We so very often hear the cry, "Why I have lived in this town years and everybody knows me." A short time ago I made a purchase of some fruit trees from an agent. Later a person called to make the collection and I made the check out in favor of the agent. He said he could not use it and I would have to make it out in favor of his firm who delivered the goods. When he gave me the name of the firm, I said, "Why I never heard of this firm." He expressed great surprise by saying that they had lived in this town for 40 years and had been in the coal business for years. "Well," I said, "that may all be. I have lived here for 10 years and never heard of your firm." (My town has only a population of 12,000).

A. M. OSMUN."

MEYER WONDERS WHY WE OFFER PRIZES.

Mr. Meyer states that he wonders why we need to offer the sales force encouragement in the way of prizes and publishing the Weekly Review in view of the liberal commissions we allow our salesmen. In a way Mr. Meyer is right, as a salesman should hardly need encouragement to sell a proposition such as the G.-B. Co. are offering. Still, we feel that an enthusiastic man can do better than a man who is luke-warm, and we believe that a contest at least has a tendency to encourage a man and help keep up his enthusiasm.

If every salesman would set a mark for himself and then try and overcome every obstacle that stands in his way of reaching that mark then there would be no need of contests, but the average man doesn't set a mark for himself. You will note in Mr. Woodman's letter published elsewhere that he states he has set a mark for himself to be reached by June 1st, and we honestly believe he is going to reach it, although it is going to require some hard fighting on his part. If you have not set a mark for yourself, no better opportunity will present itself than the present. Make up your mind that you are going to prove a winner in the contest now on. Pitch right in and make every minute of each day count. Don't be afraid to see a prospect at night or late Saturdays. Figure out how much business you will need per day the remaining days of the contest, then make an effort to secure that much business every day, and as much more as you can, thus you will have something to go on should you fall down later in the contest. The fellow who works along and relies on a big order to help pull him up and win a prize, is very sure to fall short of the mark when the final figures are arrived at. Mr. Meyer certainly made a splendid showing in the last contest, and we feel very sure that he will win a set of trimmings in the contest now on. His letter follows:

"I am not much of a letter writer, as you know, but I want to say just a few words in reply to yours of recent date in regard to the new contest. I am sure all the boys appreciate your efforts in offering prizes on a certain volume of business, but as I read the Review weekly, I often wonder why a salesman needs such encouragement. Why should we not hustle when it is taken into consideration that a salesman gets a liberal commission on all he sells. I am afraid that you put me in a class just a little high in the new contest, but believe I will win in that class, for I need the money and want the trimmings.

E. E. MEYER."

A NEW FIELD FOR G.-B. CALENDARS.

Here is a new stunt as far as the writer knows.

Mr. Blodgett recently sold a County School Commissioner calendars to be sent out to the teachers in the different country schools to hang in the school rooms. Probably this scheme would work well in districts just prior to the election of County Superintendents, which probably is different in certain sections of the country. Mr. Blodgett states that in Iowa they elect new County Superintendents in 1910, which probably accounts for the sale.

On the calendar was printed the following: *"Public Schools were assured by the birth of a nation founded on the principle of liberty, equality and justice to all."* It is a good idea and worth following up. Mr. Blodgett's letter follows:

"Here is a new stunt. The schools of Iowa in the rural districts are in need of works of art and the second County Superintendent to whom I presented the proposition to present a calendar to each country school in his county bit like a bass would bite at a frog. I suggested several mottoes and some sentiments suggested by the raising of the first flag, and he selected one of them, changing the wording to suit his taste, and a blue sheet resulted. There will be an election of County Superintendents in Iowa in the year 1910.

D. T. BLODGETT."

McCULLY IS GETTING WARMED UP.

Mr. McCully has been going along at a pretty lively clip of late, but he says he is just getting warmed up. He has made a good start in the contest now on, and certainly should have no trouble in keeping up the average necessary in the present contest. In sending in an order amounting to $107.00, which, by the way, was for that ever popular subject "Violet" in series M8, he writes as follows:

"Just received the new set of samples, and I certainly appreciate them and just to show that others appreciate the mounts, am sending in an order for 500 from a man who positively would not order calendars, but that was before he saw our line. The order for 500 M803 is from a bank who have not used an art calendar for four years, but how could they resist "Violet" even though they had bought 1700 business calendars? The G.-B. Co. will be well represented in this town after Jan. 1st. Have seen two Osborne calendars here, but none of Murphy's. Will land one or two Saturday am pretty sure. Am just getting warmed up, and my name so far down the list don't look good to me.

E. W. McCULLY."

DAVIS DE LUXE TURNS THE TRICK.

In sending in a bank order amounting to $130.00 the other day, Mr. F. A. Smith says it is a victory for the G.-B. Co. over both Osborne and Murphy who have submitted samples to this institution. At the same time, Mr. Smith compliments Mr. Davis on the dainty little De Luxe which he originally got up as his personal calendar. Mr. Smith's letter follows:

"This is another Osborne scalp for the G.-B. Co. Both Osborne and Murphy have submitted these people samples this year, but the little Davis De Luxe turned the trick. I take off my hat to Davis, and want to say that if he will show the same ability in working up some new ideas for next year, before long we will have it all our own way.

F. A. SMITH."

Attached to another nice order of Mr. Smith's, which, by the way, comes from a calendar buyer who advertises only every other year, Mr. Smith tells about how he convinced him that he ought to advertise every year and finally landed his order for 1910, which was to be his off year. We will let Mr. Smith tell about it in his own words:

"Mr. —— only advertises with calendars every other year, and this was his off year. I said to him, "Why don't you eat every other week. It's just as necessary to advertise all the time as it is to eat! One process keeps up your bodily strength and the other your business strength." I quoted the following to him:

"You toot your little tooter and then lay aside your horn,
In ten short days there's no one knows that you was ever born;
But the man who gathers pumpkins is the man who plows all day,
And the man who keeps on advertising is the man who makes it pay."

This set him to thinking differently, and the result was that I secured the enclosed order for calendars, as well as blotters for school distribution.

F. A. SMITH."

HOW TO GROW YOUNG

Mr. K. H. Gerlach recently met an old friend of his, Mr. E. S. Leonard, who is connected with The Meek Company. Mr. Leonard is a successful salesman, and it is probably because, as he says himself, he has made a study of himself, his short-comings, and has aimed to overcome them. He has printed a mighty clever little paper, a copy of which he handed to Mr. Gerlach, and which we are going to publish. On the reverse side of the paper he had a form printed which he calls "Self Inventory." Following is a copy of the paper, also of the form used for his "Self Inventory."

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HOW TO GROW YOUNG.

Dedicated to *Those* Nice Old Men.

A wise man once said: "We will be what we will to be," and I will add, "And very few care a cuss what that is to be except ourselves unless we get to be worth while."

Then some others will sit up and take notice while we are is'ers but not long after we are tagged hasbeens.

There was a time not long ago when I was drifting around in shallow water with holes in my sails and no breeze.

So I got to thinking it over one day and began to dissect things in general and take an inventory of myself.

I realized one can not cash in on past records unless he has kept the chips, and futures are not selling at a premium by a long way.

I knew there was something wrong, so I took the following chart for estimating salesmen and diagnosed my own case to see what ailed me. I found out, then attempted to effect a cure. And have so well succeeded that I can now be classed as a convalescent.

It is maintained there are 10 qualities essential to success in salesmanship, and each one represents 10 points, making 100 points for a perfect specimen.

It is also supposed that if a man can not reach 50 points he won't do, and that very few exceed 75 points. Below I give the scale and how I thought I inventoried them in the first column, and how I believe I stack up today in the second column. Then I will try and show how I gained the extra points, and saved the five years for myself and trebled my income at the same time.

	Then	Now
Health	5	7
Honesty	7	8
Ability	7	8
Initiative	5	7
Tact	3	6
Sincerity	4	6
Industry	5	6
Knowledge of the Business	5	6
Open-Mindedness	4	7
Enthusiasm	3	7
Total	48	68

The first thing I did was to attend to my health for another wise one says, "A man can not get religion if he is bilious," and it is easier to get religion than to sell goods, that makes health essential.

This I accomplished by sheer force of will power. I insisted on taking the best care of myself and kept my digestive canal and auxiliaries in working order and free from injurious foods and drinks.

Then I quit worrying. I did not near quit, but I positively quit.

By these means I gained two points.

Then I found I had been honest with everybody but myself, and I added a point to that quality by trying to be square with me.

By feeling good my initiative is better. I am wide-awake and nearly well so I have more tact.

Was way off here, but got some good lessons on tact, and have profited immensely by them.

Am more sincere because I am more content, can work better because I feel better, so gained 2 points in sincerity and a point in industry.

Have studied my own proposition more, so have gained a point in knowledge of the business.

I nearly doubled my points in openmindedness because I threw open the door to my inner self and took in and gave out freely, and while so doing a lot of things soaked into my system.

My enthusiasm was more than doubled, being accomplished in so many ways that space will not permit of details.

But being brought to a realization of the loyalty of associates helped a whole lot.

All these increases in special features have added a point to ability.

Environments have been a deterrent feature and I am changing them.

Me and I are getting along fine now and we have gotten so we like each other and we be-

lieve our friends like us better and we know we like them better.

All this has not been done without effort and I have had to exercise all the will power I could at times. But it has paid. "Ask the man?"

I am going to add a few points and see if I can not be worth still more to me.

I have used a lot of words to illustrate that scale, but it is worth studying. Compare yourself with others and see where you are at and where you can improve.

With best wishes from the young one.

E. S. Leonard.

The above is an inventory of myself, which I have taken at the different dates indicated. I shall place this in my private files and see how I may compare with myself in future inventories, and thereby determine whether I am improving myself as a man and a salesman.

Mine truly,

So that you will understand just how he had the form arranged, we might say that after each of the different qualities appeared four different columns, headed as follows: Jan. 1, Apr. 1, July 1 and Oct. 1. The salesman is supposed to take an inventory of himself every three months. It is certainly a mighty clever little paper, and the writer believes that if we would all practice something of this kind it would do us all good. To take a proper inventory of yourself, however, you have got to be perfectly honest with yourself. Remember that luke-warm enthusiasm doesn't count. If you can't give yourself credit for having any real enthusiasm, don't count it at all, and follow the same rule with each of the other ten qualities.